

QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

<input type="checkbox"/>	January - March	2000
<input checked="" type="checkbox"/>	April - June	2000
<input type="checkbox"/>	July - September	2000
<input type="checkbox"/>	October-December	2000

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Excellence In Women's Sports
Program: Public File
Date: April 9, 2000
Time: 5:00A-5:30A

Description: The 3rd Annual Scholastic & Sports Excellence Awards program honors female student athletes throughout the Sacramento area. Over the past three years, the event has honored 48 local female student athletes. The women are nominated by coaches and other staff from their respective high schools and they represent excellence in a myriad of sports. The theme for the 2000 event is "Addressing The Needs Of Female Athletes". Those needs include adequate and equal funding of women's sports programs, equal media coverage of women's sporting events, and equal access to scholarship opportunities. The guest emphasized the importance of sports for young women's positive self-esteem and positive body image. The young women being honored are not only outstanding athletes, they have also exemplified scholastic excellence through high grade point averages and a commitment to their communities through volunteer work.

Issue: Earth Day 2000
Program: Public File
Date: April 16, 2000
Time: 5:00A-5:30A

Description: For the first time in history, humans now have the power to reshape the entire planet. We are changing the climate, triggering an epidemic of extinctions, drilling holes through the ozone layer, multiplying and consuming beyond the world's carrying capacity and maintaining an arsenal of weapons capable of causing more destruction than multiple asteroid collisions. Earth Day has become a powerful reminder of the relationships and dynamics that are the foundation for a healthy future for ourselves and many generations to come. The theme for Earth Day 2000 is "Clean Energy Now". Renewable energy and climate are being highlighted to increase awareness of energy use, energy efficiency and global warming. Existing technology can reduce energy use in most countries by a factor of four or more. Events of the local Earth Day celebration include over 100 educational booths and displays, environmentally oriented crafts, food that's good to eat and good for the planet, multimedia environmental films and speakers, an organic farmer's market, a wildlife educational stage and children's hands-on activities.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: Youth Science Competition
Program: Public File
Date: April 16, 2000
Time: 5:30A-6:00A

Description: The group of local kids will be representing the State of California in the Destination Imagination World Competition. They will join 20,000 people, and 700 teams for most or all of the states plus 6 other countries. Destination Imagination is an international non-profit organization program for children from kindergarten to college level. The program teaches life skills and expands imaginations through team based creative problem solving. They work to offer a global, youth-centered creative problem solving program. The instant challenges teach students to take what life is handing them moment to moment. These challenges spark and quickly capture the team members' imagination by requiring them to solve a challenge on the spot. The team challenges use art, technology, performance and real world relevance as they tackle one of six team challenges. Students use skills learned in instant challenges to stretch their imaginations and develop task commitment and life skills valuable in any nation in the world.

Issue: Emotional Intelligence in Young Children
Program: The Parent's Journal
Date: April 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Peter Salovey, Director of Graduate Studies in psychology and professor of psychology and epidemiology and public health at Yale University. He is the author of *Emotional Development and Emotional Intelligence: Educational Implications*.

Issue: Scottish Games
Program: Public File
Date: April 23, 2000
Time: 5:30A-6:00A

Description: The Caledonian Club of Sacramento is hosting the 124th annual Sacramento Valley Scottish Games & Gathering. The event celebrates and shares a rich historic Scottish heritage in a manner that is entertaining, interesting and educational. The atmosphere seemingly transports guests into another era. The public experiences the best in Scottish dancing, music, pipe bands, historical re-enactments, Highland Athletics children's activities and cultural events. Visitors to the Glen of the Clans can learn about their heritage and listen to stories told by clan members. In addition to the two day event, the Caledonian Club is bringing a sample of the Scottish Games & Gathering experience to the children at Sacramento's Shriner's Hospital.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Discovering Your Child's Talents, Interests & Passions**
Program: The Parent's Journal
Date: April 30, 2000
Time: 6:00A-7:00A

Guest: Dr. Thomas Armstrong, an award winning author and speaker with 25 years of teaching experience from the primary through the doctoral level. He is the author of eight books including *Awakening Your Child's Natural Genius*.

Issue: **Encouraging Toddler / Preschool Development**
Program: The Parent's Journal
Date: April 30, 2000
Time: 6:00A-7:00A

Guest: Jolene Roehlkepartain, a parent educator, speaker on family and children's issues and author of *What Young Children Need To Succeed: Working Together To Build Assets From Birth To Age 11*.

Issue: **Children & Nature**
Program: The Parent's Journal
Date: May 7, 2000
Time: 6:00A-7:00A

Guest: Adrienne Olmstead, a naturalist and environmental educator. She is the author of the children's activity book *My Nature Journal*.

Issue: **AIDS / HIV Education & Awareness**
Program: Public File
Date: May 14, 2000
Time: 5:00A-5:30A

Description: Today, there are over 30,000 people living with AIDS in California. The organization is dedicated to breaking down barriers that weaken the community's ability to confront the HIV epidemic. They act as a focal point for organizing the community to respond to HIV and AIDS and to fight the spread of the disease. It is the goal of Breaking Barriers to mobilize the entire community, inform and educate, and be a central volunteer network. Recent changes in AIDS services for this region have pointed out the need for increased community support. The list of needed services grows as people with AIDS are living longer due to medical advances. The agency's services include providing transportation to clients on an on-call basis, performing practical household tasks for clients, providing emotional support and companionship, providing shopping and home delivery of groceries. Their outreach programs involve speaking to community groups about AIDS and HIV, providing program information and referrals to homeless persons at various locations and discovering creative ways to communicate HIV awareness and recruit new volunteers.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: **Getting Involved In Schools**
Program: The Parent's Journal
Date: May 21, 2000
Time: 6:00A-7:00A

Guest: Kevin Walker, founder of "Project Appleseed", a non-profit, Internet-based effort to encourage parental involvement in public schools.

Issue: **Developing Your Child's Writing Skills**
Program: The Parent's Journal
Date: June 4, 2000
Time: 6:00A-7:00A

Guest: Dr. Diane Gess, co-founder and president of The Write Track Company.

Issue: **Reading Aloud To Young Children**
Program: The Parent's Journal
Date: June 25, 2000
Time: 6:00A-7:00A

Guest: Jim Trelease, works with parents and teachers across the United States on motivating children to be life-long readers. Jim is the author of *The Read-Aloud Handbook*.

Issue: **Teaching Your Baby To Talk**
Program: The Parent's Journal
Date: June 25, 2000
Time: 6:00A-7:00A

Guest: Dorothy Dougherty, a Speech/Language Specialist and author of *How To Talk To Your Baby: A Guide To Maximizing Your Child's Language and Learning Skills*.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: Ride Sharing
Program: Public File
Date: April 30, 2000
Time: 5:00A-5:30A

Description: SACOG is the regional planning agency for Sacramento, Sutter, Yolo, Yuba, Placer and El Dorado counties. In the next 20 years, the projected growth of the six county metropolitan area surrounding and including Sacramento will bring the region to a total population of over 2.7 million people and an employment base of 1.3 million jobs. Sacramento County alone will account for about half of the region's growth. Essentially, ridesharing is any mode of transportation other than driving alone... carpooling, vanpooling, telecommuting, walking, biking or taking public transportation. Ridesharing saves money on gas, reduces wear and tear on vehicles and saves time with the use of commuter lanes. The program can help people commuting to or from the Bay area and the San Joaquin Valley. SACOG's 1-800-COMMUTE phone number matches callers up with similar commutes and schedules. The number also provides bike route commuter information, public transit route information and van pooling information, among other services.

Issue: Military Base Closure
Program: Public File
Date: May 14, 2000
Time: 5:30A-6:00A

Description: For over 60 years, McClellan Air Force Base has played a major role in the Sacramento community. It was first established in 1936 as the Sacramento Air Depot and in World War II was a pivotal supply depot for the West Coast. During the height of the war effort the base employed close to 22,000 personnel. McClellan continued as one of the country's five air maintenance and repair depots for military aircraft and in 1995 was designated for closure on July 13, 2001. The group of guests spoke about an Armed Forces Day event at McClellan which will be the final public event at the base before it closes its gates. To best meet the needs of the community, the reuse plan for the base was recently approved by the Sacramento County Board of Supervisors. The goals of the plan are to secure the jobs of the McClellan workforce, maintain and strengthen McClellan's contribution to the regional economy, diversify the economic base and attract sustainable economic development, and ensure a smooth and expedient transition to civilian use.

ISSUES / PROGRAMS LIST

ECONOMY (Cont'd)

Issue: Sacramento Tourism
Program: Public File
Date: May 28, 2000
Time: 5:00A-5:30A

Description: The Sacramento Convention & Visitors Bureau seeks to strengthen the positive awareness of the city and county of Sacramento as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community. The local tourism industry support project developments that provide education and entertainment opportunities and create thousands of well paying jobs, stimulate fresh revenue streams for hundreds of small and medium sized locally owned businesses throughout the city and county and help fuel significant increases in tax revenues which are invested back into improving our neighborhoods, parks, city infrastructure and programs for our children. New and improved attractions, the expanded Convention Center, a host of museums, first class hotels and the public/private sector commitment to the revitalization of our region have resulted in world class amenities while protecting the allure and charm of a visitor friendly destination. Upcoming events discussed by the guests included the Jazz Jubilee, The Great Race, Gold Rush Days, The California Experience, Sacramento's 150th Birthday, and the US Olympic Track Trials.

ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: Ride Sharing
Program: Public File
Date: April 30, 2000
Time: 5:00A-5:30A

Description: SACOG is the regional planning agency for Sacramento, Sutter, Yolo, Yuba, Placer and El Dorado counties. In the next 20 years, the projected growth of the six county metropolitan area surrounding and including Sacramento will bring the region to a total population of over 2.7 million people and an employment base of 1.3 million jobs. Sacramento County alone will account for about half of the region's growth. Essentially, ridesharing is any mode of transportation other than driving alone... carpooling, vanpooling, telecommuting, walking, biking or taking public transportation. Ridesharing saves money on gas, reduces wear and tear on vehicles and saves time with the use of commuter lanes. The program can help people commuting to or from the Bay area and the San Joaquin Valley. SACOG's 1-800-COMMUTE phone number matches callers up with similar commutes and schedules. The number also provides bike route commuter information, public transit route information and van pooling information, among other services.

Issue: Gun Safety
Program: Public File
Date: May 7, 2000
Time: 5:00A-5:30A

Description: Every day, 12 children in America die from gunshot wounds. Million Mom March Mother's Day 2000 is dedicated to the mission of educating children and the country about the life threatening danger of guns. The group is a grassroots, not-for-profit organization. It is an opportunity for mothers, fathers, grandparents, neighbors, family and friends to demand that congress enact sensible gun legislation, such as licensing and registration for all handguns, sensible cooling off periods and background checks, safety locks for all handguns, and limiting purchases to one handgun per month. This being an election year, the group is putting their elected officials on notice that they, the mothers, will not tolerate them putting the gun lobby before the safety of their children any longer. They believe that regardless of how a person feels about guns, there are certain enforceable laws that all reasonable people can support. On Mother's Day, marches will be held in Washington D.C. on the National Mall as well as in communities throughout the country, including here in Sacramento.

ISSUES / PROGRAMS LIST

GOVERNMENT (Cont'd)

Issue: Military Base Closure
Program: Public File
Date: May 14, 2000
Time: 5:30A-6:00A

Description: For over 60 years, McClellan Air Force Base has played a major role in the Sacramento community. It was first established in 1936 as the Sacramento Air Depot and in World War II was a pivotal supply depot for the West Coast. During the height of the war effort the base employed close to 22,000 personnel. McClellan continued as one of the country's five air maintenance and repair depots for military aircraft and in 1995 was designated for closure on July 13, 2001. The group of guests spoke about an Armed Forces Day event at McClellan which will be the final public event at the base before it closes its gates. To best meet the needs of the community, the reuse plan for the base was recently approved by the Sacramento County Board of Supervisors. The goals of the plan are to secure the jobs of the McClellan workforce, maintain and strengthen McClellan's contribution to the regional economy, diversify the economic base and attract sustainable economic development, and ensure a smooth and expedient transition to civilian use.

Issue: Epilepsy & Driving Regulations
Program: Radio Health Journal
Date: May 28, 2000
Time: 6:30A-7:00A

Description: When people with epilepsy are diagnosed or suffer a seizure, they often automatically lose their driver's license. Some states require doctors to report people with seizure disorders. How can road safety be insured without forcing people underground? Host: Nancy Benson. Guests: "Denise", driver with epilepsy; Sandy Finucan, Vice President for Legal and Government Affairs, Epilepsy Foundation of America; Dr. Gregory Krauss, Assistant Professor of Neurology, Johns Hopkins University.

Issue: Teaching Hospitals In Trouble
Program: Radio Health Journal
Date: June 18, 2000
Time: 6:30A-7:00A

Description: All hospitals are reeling from Medicare cuts and tightfisted managed care. But teaching hospitals are feeling it most because those insurers no longer pay a premium for research and medical education. Some hospitals are losing hundreds of millions of dollars. Host: Reed Pence. Guests: Ralph Muller, Chairman, Association of American Medical Colleges and President and CEO, University of Chicago Hospitals and Health System; Jeffrey Miller, Senior Executive Associate Dean and Chief Operating Officer, Northwestern University Medical School; Dr. Allen Lichter, Dean, University of Michigan Medical School; Dr. Rashi Fein, Emeritus Professor of Economics of Medicine, Harvard Medical School; Dr. Catherine De Angelis, Editor, Journal of the American Medical Association.

ISSUES / PROGRAMS LIST

HEALTH

Issue: Public Health
Program: Public File
Date: April 2, 2000
Time: 5:00A-5:30A

Description: Public health can be defined broadly as the art and science of protecting and improving the health of the community through organized community effort. At the local, state and national levels, public health uses systematic population based approaches to prevent epidemics and the spread of disease, protect against environmental hazards, prevent injuries, promote and encourage healthy behaviors, respond to disaster and assist communities in recovery, and assure the quality and accessibility of health services. Americans today enjoy better health, live in healthier conditions, know more about how to take care of their health and live longer than at anytime in the past. To a large extent, these trends are the result of the effort and activities of public health. Public Health Week celebrates the coalition of public health agencies, associations, community based organizations, health care providers, schools and foundations that work in tandem to effectively plan and carry out vital public health services.

Issue: National Sleep Awareness Week
Program: Public File
Date: April 2, 2000
Time: 5:30A-6:00A

Description: It is estimated that Americans are getting at least 20% less sleep now than they did 100 years ago. Today, TV and the Internet are prime contributors, causing 43% of adults to stay up later than they should. A new poll finds that ½ of the American work force reports that sleepiness on the job interferes with the amount of work they get done as well as the quality of their work. In addition, a new study shows that on average, teenagers are getting about 2 hours less sleep a night than they need, putting them at risk for car accidents, falling asleep in class and general moodiness. Other studies indicate that a good night's sleep improves memory and learning, and that sleep loss may increase the severity of age-related diseases such as obesity, diabetes and hypertension. Scientists believe that there are millions of people walking around with undiagnosed sleep disorders such as apnea, a life-threatening condition characterized by hundreds of brief interruptions in sleep during the night. The condition is treatable but many sufferers don't know they have it. In addition to apnea, insomnia is extremely prevalent, with causes such as anxiety, caffeine, alcohol and tobacco.

Issue: Toddler Nutrition Update
Program: The Parent's Journal
Date: April 2, 2000
Time: 6:00A-7:00A

Guest: Dr. Alvin Eden, Chairman of the Department of Pediatrics at Wyckoff Heights Medical Center in Brooklyn, NY and Associate Clinical Professor of Pediatrics at New York Hospital - Cornell Medical Center. He is the author of *Dr. Eden's Healthy Kids*.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Excellence In Women's Sports**
Program: Public File
Date: April 9, 2000
Time: 5:00A-5:30A

Description: The 3rd Annual Scholastic & Sports Excellence Awards program honors female student athletes throughout the Sacramento area. Over the past three years, the event has honored 48 local female student athletes. The women are nominated by coaches and other staff from their respective high schools and they represent excellence in a myriad of sports. The theme for the 2000 event is "Addressing The Needs Of Female Athletes". Those needs include adequate and equal funding of women's sports programs, equal media coverage of women's sporting events, and equal access to scholarship opportunities. The guest emphasized the importance of sports for young women's positive self-esteem and positive body image. The young women being honored are not only outstanding athletes, they have also exemplified scholastic excellence through high grade point averages and a commitment to their communities through volunteer work.

Issue: **Strategies For Stress In Kids**
Program: The Parent's Journal
Date: April 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Georgia Witkin, director of the Stress Program and Assistant Clinical Professor of Psychiatry at the Mt. Sinai School of Medicine. She is the host of "Beyond the News" on the Fox news channel and author of *KidStress: What It Is, How It Feels, How To Help*.

Issue: **Skin To Skin Contact Decreases Pain In Newborns**
Program: The Parent's Journal
Date: April 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Larry Gray, a developmental behavioral pediatrician at Boston University School of Medicine.

Issue: **Child Abuse Prevention**
Program: Public File
Date: April 23, 2000
Time: 5:00A-5:30A

Description: Since 1867, the Sacramento Children's Home has been a safe haven for abused and neglected children. The organization serves approximately 3,000 children and 1,000 families every year, providing innovative programs, highly trained professionals and the most comprehensive array of services in Northern California. The Sacramento Children's Home is taking a bold step to help stem the tide of child abuse by launching "Kidopolis", a new linking identity for the many sub-organizations and programs of the Sacramento Children's Home. The organization provides residential treatment and education as well as support services throughout the Sacramento region at family resource centers, schools and in collaborative efforts in at-risk neighborhoods. The Kidopolis network of campus-based, community based, volunteer, auxiliary and fund raising programs offers services ranging from therapeutic treatment for abused, abandoned and troubled children, to preventative services to strengthen at-risk families.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Breast Cancer
Program: Public File
Date: April 30, 200
Time: 5:30A-6:00A

Description: The Komen Race for the Cure is a national fund raising series benefitting the Susan G. Komen Breast Cancer Foundation. It is the largest 5K series in the country and the largest foot race held in Sacramento. The race is held each year on Saturday of Mother's Day weekend. Last year, over 7,200 runners and walkers participated, including over 450 breast cancer survivors. Since its inception in 1982, the Komen Foundation has raised in excess of \$90 million for nationally recognized grants supporting the Foundation's mission to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment. Funds raised are distributed to local breast cancer organizations in the form of grants for education, screening and treatment. The guests, both of whom are breast cancer survivors, stressed the importance of self examinations, regular mammograms after the age of forty and regular exams by a physician. Early detection of breast cancer is the best chance for survival.

Issue: AIDS / HIV Education & Awareness
Program: Public File
Date: May 14, 2000
Time: 5:00A-5:30A

Description: Today, there are over 30,000 people living with AIDS in California. The organization is dedicated to breaking down barriers that weaken the community's ability to confront the HIV epidemic. They act as a focal point for organizing the community to respond to HIV and AIDS and to fight the spread of the disease. It is the goal of Breaking Barriers to mobilize the entire community, inform and educate, and be a central volunteer network. Recent changes in AIDS services for this region have pointed out the need for increased community support. The list of needed services grows as people with AIDS are living longer due to medical advances. The agency's services include providing transportation to clients on an on-call basis, performing practical household tasks for clients, providing emotional support and companionship, providing shopping and home delivery of groceries. Their outreach programs involve speaking to community groups about AIDS and HIV, providing program information and referrals to homeless persons at various locations and discovering creative ways to communicate HIV awareness and recruit new volunteers.

Issue: Lead Poisoning Prevention
Program: The Parent's Journal
Date: May 14, 2000
Time: 6:00A-7:00A

Guest: Dr. Alan Bloch, pediatrician, epidemiologist and Deputy Chief of the Lead Poisoning Prevention Branch at the Center for Disease Control in Atlanta.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: Teen Pregnancy Prevention
Program: Public File
Date: May 21, 2000
Time: 5:30A-6:00A

Description: The United States has the highest teenage pregnancy rate of all developed countries. California has the highest teen birth rate in the nation. Locally, Sacramento County's teenage birth rate has declined in the last 5 years, but still remains higher than the national teen birth rate. There is a direct relation between poverty level and education of parents, and pregnancy rates in communities of color. Young people who live in extreme poverty with parents who have low levels of education have higher rates of pregnancy than youths who live in better socio-economic conditions. Teens who have strong emotional attachments to their parents are less likely to become sexually active at an early age. Experts recommend that parents talk to their kids about sex starting at 8 to 10 years of age. Other deterrants to teen pregnancy include parents knowing their children's friends, discouraging early frequent and steady dating and letting their children know that they value education highly. The County of Sacramento's "Project Male" (Males Attaining Leadership through Education) equips young pre-sexually active adolescent males with the necessary knowledge and skills to make positive life style choices, thereby resulting in a delay of early sexual activity and decreased teen pregnancies and sexually transmitted diseases.

Issue: Children's Medical Facilities
Program: Public File
Date: May 28, 2000
Time: 5:30A-6:00A

Description: UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive children's hospital. It serves a 38 county region of Northern California, plus Western Nevada and Southern Oregon and offers more specialty services than any other medical facility in the region. During the 1998-99 fiscal year, 59,00 children were cared for in the children's hospital and its clinics. The hospital offers more pediatric specialty clinics than any other medical facility in the region, including pain management, cancer, cardiology, genetics, neurology, surgery and many, many more. The hospital houses the region's only pediatric intensive care unit, where the highest level of care is provided for premature babies and seriously ill newborns. In addition, the UC Davis Children's Hospital houses a Level I Pediatric Trauma Center, the highest level possible, and the only hospital with this designation in Northern California. The Children's Miracle Network continues to provide critically needed funds to support pediatric services at the hospital. Since 1987, the CMN's telethons have contributed more than \$5 million to pediatric programs at UC Davis.

Issue: Developing Healthy Attitudes About Food & Nutrition
Program: The Parent's Journal
Date: May 28, 2000
Time: 6:00A-7:00A

Guest: Ellyn Satter, registered dietician and psychotherapist in private practice. She is the author of *Secrets Of Feeding A Healthy Family*.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Juvenile Diabetes**
Program: Public File
Date: June 4, 2000
Time: 5:30A-6:00A

Description: There are 16 million men, women & children in the United States who have diabetes. The disease kills one American every 3 minutes. Taking insulin does not cure diabetes nor prevent the development of its complications. Diabetes is a leading cause of nerve damage and the leading cause of kidney failure, adult blindness and non-traumatic amputations. The exact cause of the disease is unknown, but both heredity and lifestyle are major factors in its development. In Type 1, or Juvenile Diabetes, the more severe form, the person's pancreas produces little or no insulin. Onset is sudden, frequently during childhood and often with serious symptoms. The Juvenile Diabetes Foundation was founded by parents of children with diabetes. Their mission is to find a cure for the disease within their children's lifetime through the support of research. Since its inception JDF has raised a cumulative total of over \$320 million - more money for diabetes research than any other non-profit, non-governmental health agency in the world.

Issue: **Pregnancy Tips**
Program: The Parent's Journal
Date: June 4, 2000
Time: 6:00A-7:00A

Guest: Dr. Glade Curtis, M.D., OB/GYN and Fertility Specialist and author of *Your Pregnancy Week By Week*.

Issue: **Detecting Hearing Loss In Children**
Program: The Parent's Journal
Date: June 4, 2000
Time: 6:00A-7:00A

Guest: Dr. Judith Gravel, a researcher in children's hearing and Professor at the Albert Einstein College of Medicine in the specialty area of Ear, Nose & Throat and also Associate Professor of Pediatrics.

ISSUES / PROGRAMS LIST

HEALTH (Cont'd)

Issue: **Protection From Insects & Sun Stroke**
Program: Public File
Date: June 11, 2000
Time: 5:00A-5:30A

Description: The American Red Cross is dedicated to helping families and communities be safer at home and around the world. In an effort to help people enjoy summer in the Sacramento area, the local Red Cross chapter is urging residents to protect themselves and others from insects such as ticks and mosquitoes which are known to carry diseases. Most parents don't know how a child will react to a bee sting, for example, until they are actually stung. Reactions can range from minor to extremely serious, and in some cases insect bites can be fatal. The guest suggests securing clothing with rubber bands or tape to prevent insects from getting underneath them, avoiding underbrush and tall grass when hiking and using an insect repellant and following the directions for use. Guidelines to avoid insect stings include avoiding clothing with floral patterns that may attract insects, carrying an insect sting kit if there are known allergies to insect stings and using a credit card to sweep away the stinger in the event of a sting. The guest also discussed heat related illnesses and the first aid procedures to follow.

Issue: **Children's Health**
Program: Public File
Date: June 18, 2000
Time: 5:30A-6:00A

Description: The guest discussed the importance of proper nutrition for infants, the time in a person's life when the body grows faster than at any other time. 18,000 babies are expected to be born in the Sacramento area this year alone. It is important for parents to know when to introduce certain foods to infants for a variety of reasons: the baby's system needs to be mature enough to chew, swallow and digest certain foods, and the danger of introducing allergens by introducing foods too early is also a concern. Experts agree that breast milk is a baby's best source of nutrition for the first 12 months, as it contains all the necessary nutrients for healthy growth and development. The guest stressed the importance of a good relationship with an infant's pediatrician and to ask questions frequently. Every child develops at a different rate, so what is "normal" varies from child to child.

Issue: **Sun Safety For Children**
Program: The Parent's Journal
Date: June 18, 2000
Time: 6:00A-7:00A

Guest: Dr. Susan Boiko, Dermatologist specializing in Pediatrics and a volunteer Assistant Professor of Pediatric Dermatology at the University of California - San Diego.

Issue: **Preventing Children's Sports Injuries**
Program: The Parent's Journal
Date: June 25, 2000
Time: 6:00A-7:00A

Guest: Michelle Kline, Executive Director of the National Youth Sports Safety Foundation.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Public Health
Program: Public File
Date: April 2, 2000
Time: 5:00A-5:30A

Description: Public health can be defined broadly as the art and science of protecting and improving the health of the community through organized community effort. At the local, state and national levels, public health uses systematic population based approaches to prevent epidemics and the spread of disease, protect against environmental hazards, prevent injuries, promote and encourage healthy behaviors, respond to disaster and assist communities in recovery, and assure the quality and accessibility of health services. Americans today enjoy better health, live in healthier conditions, know more about how to take care of their health and live longer than at anytime in the past. To a large extent, these trends are the result of the effort and activities of public health. Public Health Week celebrates the coalition of public health agencies, associations, community based organizations, health care providers, schools and foundations that work in tandem to effectively plan and carry out vital public health services.

Issue: Boat & Water Safety
Program: Public File
Date: April 9, 2000
Time: 5:30A-6:00A

Description: California's rivers, lakes, bays and coastal areas offer boating enthusiasts a wide variety of recreational opportunities. Boating popularity has grown steadily over the last decade, as reflected by the increase in registered vessels (California has the 2nd highest number of registered vessels in the nation). The California Department of Boating & Waterways' mission is to provide safe and convenient public access to California waterways and to provide leadership in promoting the public's right to safe and enjoyable boating. The department administers statewide boating accident, law enforcement, and boating safety education programs. Among other topics, the guests discussed proper life jacket use, personal watercraft safety, youth operator safety, laws regarding alcohol use while boating, and new laws that affect boating. They also discussed safety measures specific to angling and waterskiing. The upcoming National Safe Boating Week is designed to promote safe boating, but also to promote the fun of boating.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: Earth Day 2000
Program: Public File
Date: April 16, 2000
Time: 5:00A-5:30A

Description: For the first time in history, humans now have the power to reshape the entire planet. We are changing the climate, triggering an epidemic of extinctions, drilling holes through the ozone layer, multiplying and consuming beyond the world's carrying capacity and maintaining an arsenal of weapons capable of causing more destruction than multiple asteroid collisions. Earth Day has become a powerful reminder of the relationships and dynamics that are the foundation for a healthy future for ourselves and many generations to come. The theme for Earth Day 2000 is "Clean Energy Now". Renewable energy and climate are being highlighted to increase awareness of energy use, energy efficiency and global warming. Existing technology can reduce energy use in most countries by a factor of four or more. Events of the local Earth Day celebration include over 100 educational booths and displays, environmentally oriented crafts, food that's good to eat and good for the planet, multimedia environmental films and speakers, an organic farmer's market, a wildlife educational stage and children's hands-on activities.

Issue: Ride Sharing
Program: Public File
Date: April 30, 2000
Time: 5:00A-5:30A

Description: SACOG is the regional planning agency for Sacramento, Sutter, Yolo, Yuba, Placer and El Dorado counties. In the next 20 years, the projected growth of the six county metropolitan area surrounding and including Sacramento will bring the region to a total population of over 2.7 million people and an employment base of 1.3 million jobs. Sacramento County alone will account for about half of the region's growth. Essentially, ridesharing is any mode of transportation other than driving alone... carpooling, vanpooling, telecommuting, walking, biking or taking public transportation. Ridesharing saves money on gas, reduces wear and tear on vehicles and saves time with the use of commuter lanes. The program can help people commuting to or from the Bay area and the San Joaquin Valley. SACOG's 1-800-COMMUTE phone number matches callers up with similar commutes and schedules. The number also provides bike route commuter information, public transit route information and van pooling information, among other services.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: Environmental Preservation
Program: Public File
Date: May 21, 2000
Time: 5:00A-5:30A

Description: The organization's mission is to protect the quality of wildlife habitat, open space, recreational lands and water quality within the upper American and Consumnes River watersheds. The Conservancy develops conservation, stewardship and environmental education programs that protect fisheries, river based habitats and the quality of surface water flowing out of the Sierra Nevada into the Sacramento and Bay Area for multiple use. They monitor the water quality in streams and rivers and assess the impact of mining and development projects on water quality. They also monitor herbicide and pesticide application. Although the activities and support base of the Conservancy is in El Dorado County, the true benefactors of their programs are those who live downstream in the greater Sacramento and Bay areas that use the water flowing out of the Sierra for domestic, agricultural industrial and river-recreational uses. Additionally, the group seeks to promote community awareness of environmental issues and provide meaningful volunteer and membership involvement.

Issue: Protection From Insects & Sun Stroke
Program: Public File
Date: June 11, 2000
Time: 5:00A-5:30A

Description: The American Red Cross is dedicated to helping families and communities be safer at home and around the world. In an effort to help people enjoy summer in the Sacramento area, the local Red Cross chapter is urging residents to protect themselves and others from insects such as ticks and mosquitoes which are known to carry diseases. Most parents don't know how a child will react to a bee sting, for example, until they are actually stung. Reactions can range from minor to extremely serious, and in some cases insect bites can be fatal. The guest suggests securing clothing with rubber bands or tape to prevent insects from getting underneath them, avoiding underbrush and tall grass when hiking and using an insect repellent and following the directions for use. Guidelines to avoid insect stings include avoiding clothing with floral patterns that may attract insects, carrying an insect sting kit if there are known allergies to insect stings and using a credit card to sweep away the stinger in the event of a sting. The guest also discussed heat related illnesses and the first aid procedures to follow.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

Issue: **Recycling**
Program: Public File
Date: June 25, 2000
Time: 5:30A-6:00A

Description: Sacramento County has begin its "Right Stuff" efforts. Encouraging residents to recycle "The Right Stuff" eliminates contamination of recyclables and eases the County's sorting process. In addition, recycling "The Right Stuff" means more gets recycled and less goes to the landfill. There are over 180,000 households in the county's recycling program. With summer approaching, the use of plastic water bottles, soda bottles, juice containers and sports drink increases. Consumers need to know that these containers are all narrow neck plastic bottles with a #1 or #2 symbol and are therefore all recyclable. Residents also need to be reminded that material like magazines, cardboard, dry paper, mixed paper, and aluminum need to be recycled so that they are not dumped into the landfill. The guest also discussed tips to make green waste recycling more effective, such as not packing material into containers, not bagging green waste in plastic before placing it into the green waste container, and avoiding placing grass clippings in the bottoms of the green waste container.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING

Issue: Excellence In Women's Sports
Program: Public File
Date: April 9, 2000
Time: 5:00A-5:30A

Description: The 3rd Annual Scholastic & Sports Excellence Awards program honors female student athletes throughout the Sacramento area. Over the past three years, the event has honored 48 local female student athletes. The women are nominated by coaches and other staff from their respective high schools and they represent excellence in a myriad of sports. The theme for the 2000 event is "Addressing The Needs Of Female Athletes". Those needs include adequate and equal funding of women's sports programs, equal media coverage of women's sporting events, and equal access to scholarship opportunities. The guest emphasized the importance of sports for young women's positive self-esteem and positive body image. The young women being honored are not only outstanding athletes, they have also exemplified scholastic excellence through high grade point averages and a commitment to their communities through volunteer work.

Issue: Breast Cancer
Program: Public File
Date: April 30, 200
Time: 5:30A-6:00A

Description: The Komen Race for the Cure is a national fund raising series benefitting the Susan G. Komen Breast Cancer Foundation. It is the largest 5K series in the country and the largest foot race held in Sacramento. The race is held each year on Saturday of Mother's Day weekend. Last year, over 7,200 runners and walkers participated, including over 450 breast cancer survivors. Since its inception in 1982, the Komen Foundation has raised in excess of \$90 million for nationally recognized grants supporting the Foundation's mission to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment. Funds raised are distributed to local breast cancer organizations in the form of grants for education, screening and treatment. The guests, both of whom are breast cancer survivors, stressed the importance of self examinations, regular mammograms after the age of forty and regular exams by a physician. Early detection of breast cancer is the best chance for survival.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING (Cont'd)

Issue: **Gun Safety**
Program: **Public File**
Date: **May 7, 2000**
Time: **5:00A-5:30A**

Description: Every day, 12 children in America die from gunshot wounds. Million Mom March Mother's Day 2000 is dedicated to the mission of educating children and the country about the life threatening danger of guns. The group is a grassroots, not-for-profit organization. It is an opportunity for mothers, fathers, grandparents, neighbors, family and friends to demand that congress enact sensible gun legislation, such as licensing and registration for all handguns, sensible cooling off periods and background checks, safety locks for all handguns, and limiting purchases to one handgun per month. This being an election year, the group is putting their elected officials on notice that they, the mothers, will not tolerate them putting the gun lobby before the safety of their children any longer. They believe that regardless of how a person feels about guns, there are certain enforceable laws that all reasonable people can support. On Mother's Day, marches will be held in Washington D.C. on the National Mall as well as in communities throughout the country, including here in Sacramento.

Issue: **Teen Pregnancy Prevention**
Program: **Public File**
Date: **May 21, 2000**
Time: **5:30A-6:00A**

Description: The United States has the highest teenage pregnancy rate of all developed countries. California has the highest teen birth rate in the nation. Locally, Sacramento County's teenage birth rate has declined in the last 5 years, but still remains higher than the national teen birth rate. There is a direct relation between poverty level and education of parents, and pregnancy rates in communities of color. Young people who live in extreme poverty with parents who have low levels of education have higher rates of pregnancy than youths who live in better socio-economic conditions. Teens who have strong emotional attachments to their parents are less likely to become sexually active at an early age. Experts recommend that parents talk to their kids about sex starting at 8 to 10 years of age. Other deterrents to teen pregnancy include parents knowing their children's friends, discouraging early frequent and steady dating and letting their children know that they value education highly. The County of Sacramento's "Project Male" (Males Attaining Leadership through Education) equips young pre-sexually active adolescent males with the necessary knowledge and skills to make positive life style choices, thereby resulting in a delay of early sexual activity and decreased teen pregnancies and sexually transmitted diseases.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING (Cont'd)

Issue: **Avoiding Fraudulent Contractors**
Program: Public File
Date: June 4, 2000
Time: 5:00A-5:30A

Description: The Contractor's State License Board (CSLB) was established in 1929. It licenses and regulates contractors in more than forty license classifications that constitute the construction industry. As part of May's Older Californians Month, the board is offering a free Seniors Scam Stoppers Kit aimed at informing older homeowners of their rights and responsibilities when hiring a building contractor. The guest says that unlicensed and unscrupulous contractors continue to target the elderly. Some victims lose their life savings or even their homes. Senior citizens are often too embarrassed or fiercely independent to ask for help. The public can do more to protect themselves before hiring a contractor than the CSLB can do to help after they have been scammed. Whenever hiring a contractor, Dr. Barnett encourages people to do their home improvement homework. Tips he suggested include getting the contractor's license number, getting at least 3 bids, checking references, being wary of door to door solicitations, not hiring the first contractor who comes along, insisting on a written contract, and not paying cash. Upon request, the Contractors State License Board provides information about a contractor's license, bond status, and workers' compensation as well as pending and prior legal actions.

Issue: **Preventing Violence Against Women & Animals**
Program: Public File
Date: June 19, 2000
Time: 5:00A-5:30A

Description: The guest says there is an undeniable and disturbing connection between people who commit violence toward an animal and violent acts committed against people. A recent study confirms that in households with domestic violence, pets are 15 times more likely to be harmed or killed than in households with no domestic violence. The reverse is true as well. Research shows that people who abuse animals are far more likely to commit violent acts against people. It also shows that children who are the victims of violence quite often begin to duplicate their violent environments by experimenting with violent acts themselves, often on animals. This tragic connection and a desire to make the Sacramento area a safer, more humane community has prompted Sacramento animal welfare organizations like the SPCA and Women Escaping a Violent Environment (WEAVE) to found the Safe Pets Program as well as youth education programs teaching kindness toward both people and animals. The Safe Pets Program provides protection and temporary shelter for pets that would otherwise be at risk of abuse or neglect when victims of domestic violence seek refuge in a shelter. The goal is to reduce the potential for continued abuse to both people and their beloved pets.

ISSUES / PROGRAMS LIST

CRIME

Issue: Child Abuse Prevention
Program: Public File
Date: April 23, 2000
Time: 5:00A-5:30A

Description: Since 1867, the Sacramento Children's Home has been a safe haven for abused and neglected children. The organization serves approximately 3,000 children and 1,000 families every year, providing innovative programs, highly trained professionals and the most comprehensive array of services in Northern California. The Sacramento Children's Home is taking a bold step to help stem the tide of child abuse by launching "Kidopolis", a new linking identity for the many sub-organizations and programs of the Sacramento Children's Home. The organization provides residential treatment and education as well as support services throughout the Sacramento region at family resource centers, schools and in collaborative efforts in at-risk neighborhoods. The Kidopolis network of campus-based, community based, volunteer, auxiliary and fund raising programs offers services ranging from therapeutic treatment for abused, abandoned and troubled children, to preventative services to strengthen at-risk families.

Issue: Gun Safety
Program: Public File
Date: May 7, 2000
Time: 5:00A-5:30A

Description: Every day, 12 children in America die from gunshot wounds. Million Mom March Mother's Day 2000 is dedicated to the mission of educating children and the country about the life threatening danger of guns. The group is a grassroots, not-for-profit organization. It is an opportunity for mothers, fathers, grandparents, neighbors, family and friends to demand that congress enact sensible gun legislation, such as licensing and registration for all handguns, sensible cooling off periods and background checks, safety locks for all handguns, and limiting purchases to one handgun per month. This being an election year, the group is putting their elected officials on notice that they, the mothers, will not tolerate them putting the gun lobby before the safety of their children any longer. They believe that regardless of how a person feels about guns, there are certain enforceable laws that all reasonable people can support. On Mother's Day, marches will be held in Washington D.C. on the National Mall as well as in communities throughout the country, including here in Sacramento.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: Child Abduction
Program: Public File
Date: May 7, 2000
Time: 5:30A-6:00A

Description: The guest and his organization help locate and retrieve missing and exploited children nationwide. Their services involve outreach to child prostitutes and runaway youth. Although 600 cases of abductions by strangers occur daily in the United States, such cases account for only 10 percent of missing children. 60% of missing children are runaways and 30% are abducted by family members. Mengell started his agency in 1989, searching for kidnap victims and runaways and focusing on juvenile prostitution prevention and intervention. He travels all over the country to help find stolen or runaway children. The other part of the organization's mission is to rescue children from dangerous situations whether in or out of their homes. KIDS (Kids In Dire Straits) matches needy kids with resources such as medical and dental needs. The program runs on grants and individual and in kind donations of food, clothing, medical contributions of items such as glasses.

Issue: Crime & Drug Abuse Prevention Among Youth
Program: Public File
Date: June 11, 2000
Time: 5:30A-6:00A

Description: The organization seeks to make a lasting difference in local communities by helping eliminate substance abuse crime and violence in the lives of young people. During any year, as many as 60,000 youth and families are reached through their programs which help build thriving communities of strong, healthy, functional families who give their children every opportunity to become all they can be. Programs include: Students Reaching Out, which trains high school students to present a substance abuse and violence prevention program to young students, Athletes Reaching Out, which features professional and retired athletes who volunteer to speak with students and youth groups about the importance of being drug free, Mentors Reaching Out, which matches volunteer mentors from the business community with at-risk high school students, Counselors Reaching Out, which provides a caring confidential atmosphere in which youth and parents can take the first step toward resolving problems, and Speakers Reaching Out, which provides presentations to businesses and the community on topics ranging from substance abuse prevention to problem solving techniques.

ISSUES / PROGRAMS LIST

CRIME (Cont'd)

Issue: **Avoiding Fraudulent Contractors**
Program: Public File
Date: June 4, 2000
Time: 5:00A-5:30A

Description: The Contractor's State License Board (CSLB) was established in 1929. It licenses and regulates contractors in more than forty license classifications that constitute the construction industry. As part of May's Older Californians Month, the board is offering a free Seniors Scam Stoppers Kit aimed at informing older homeowners of their rights and responsibilities when hiring a building contractor. The guest says that unlicensed and unscrupulous contractors continue to target the elderly. Some victims lose their life savings or even their homes. Senior citizens are often too embarrassed or fiercely independent to ask for help. The public can do more to protect themselves before hiring a contractor than the CSLB can do to help after they have been scammed. Whenever hiring a contractor, Dr. Barnett encourages people to do their home improvement homework. Tips he suggested include getting the contractor's license number, getting at least 3 bids, checking references, being wary of door to door solicitations, not hiring the first contractor who comes along, insisting on a written contract, and not paying cash. Upon request, the Contractors State License Board provides information about a contractor's license, bond status, and workers' compensation as well as pending and prior legal actions.

Issue: **Preventing Violence Against Women & Animals**
Program: Public File
Date: June 19, 2000
Time: 5:00A-5:30A

Description: The guest says there is an undeniable and disturbing connection between people who commit violence toward an animal and violent acts committed against people. A recent study confirms that in households with domestic violence, pets are 15 times more likely to be harmed or killed than in households with no domestic violence. The reverse is true as well. Research shows that people who abuse animals are far more likely to commit violent acts against people. It also shows that children who are the victims of violence quite often begin to duplicate their violent environments by experimenting with violent acts themselves, often on animals. This tragic connection and a desire to make the Sacramento area a safer, more humane community has prompted Sacramento animal welfare organizations like the SPCA and Women Escaping a Violent Environment (WEAVE) to found the Safe Pets Program as well as youth education programs teaching kindness toward both people and animals. The Safe Pets Program provides protection and temporary shelter for pets that would otherwise be at risk of abuse or neglect when victims of domestic violence seek refuge in a shelter. The goal is to reduce the potential for continued abuse to both people and their beloved pets.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: **Crime & Drug Abuse Prevention Among Youth**
Program: **Public File**
Date: **June 11, 2000**
Time: **5:30A-6:00A**

Description: The organization seeks to make a lasting difference in local communities by helping eliminate substance abuse crime and violence in the lives of young people. During any year, as many as 60,000 youth and families are reached through their programs which help build thriving communities of strong, healthy, functional families who give their children every opportunity to become all they can be. Programs include: Students Reaching Out, which trains high school students to present a substance abuse and violence prevention program to young students, Athletes Reaching Out, which features professional and retired athletes who volunteer to speak with students and youth groups about the importance of being drug free, Mentors Reaching Out, which matches volunteer mentors from the business community with at-risk high school students, Counselors Reaching Out, which provides a caring confidential atmosphere in which youth and parents can take the first step toward resolving problems, and Speakers Reaching Out, which provides presentations to businesses and the community on topics ranging from substance abuse prevention to problem solving techniques.

ISSUES / PROGRAMS LIST

HOUSING

Issue: **Avoiding Fraudulent Contractors**
Program: Public File
Date: June 4, 2000
Time: 5:00A-5:30A

Description: The Contractor's State License Board (CSLB) was established in 1929. It licenses and regulates contractors in more than forty license classifications that constitute the construction industry. As part of May's Older Californians Month, the board is offering a free Seniors Scam Stoppers Kit aimed at informing older homeowners of their rights and responsibilities when hiring a building contractor. The guest says that unlicensed and unscrupulous contractors continue to target the elderly. Some victims lose their life savings or even their homes. Senior citizens are often too embarrassed or fiercely independent to ask for help. The public can do more to protect themselves before hiring a contractor than the CSLB can do to help after they have been scammed. Whenever hiring a contractor, Dr. Barnett encourages people to do their home improvement homework. Tips he suggested include getting the contractor's license number, getting at least 3 bids, checking references, being wary of door to door solicitations, not hiring the first contractor who comes along, insisting on a written contract, and not paying cash. Upon request, the Contractors State License Board provides information about a contractor's license, bond status, and workers' compensation as well as pending and prior legal actions.

Issue: **Affordable Housing**
Program: Public File
Date: June 25, 2000
Time: 5:00A-5:30A

Description: The Sacramento Housing Alliance is a broad coalition of nonprofit service providers, nonprofit housing developers, advocacy organizations and individuals which promote decent affordable housing and enhanced opportunities for lower income households and homeless people through advocacy, education and participation in public discourse. The SHA recognizes that shelter is a basic human need and that there is a crisis in its availability. Through its leadership and coalition building, accomplishments of the SHA have included: establishment of a housing trust fund from fees on commercial developments to subsidize low-income housing construction, conversion of a portion of the former Mather Air Force Base to a transitional housing and job training facility that will serve over 300 homeless Sacramentans annually, and sponsorship of two Affordable Housing Weeks that highlight the benefits of affordable housing to neighborhoods and dispel the negative myths about affordable housing.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: **Parent's Notes**
Program: The Parent's Journal
Date: April 2, 2000 - June 25, 2000
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: **Helping Your Pre-Teen Make Good Decisions**
Program: The Parent's Journal
Date: April 2, 2000
Time: 6:00A-7:00A

Guest: Dr. Myrna Shure, a developmental psychologist and professor of psychology at MCP Hahneman University. She is the author of *Raising A Thinking Preteen: The 'I Can Problem Solve' Program For Eight To Twelve Year Olds*.

Issue: **The Importance of Teens Using Their Time Productively**
Program: The Parent's Journal
Date: April 2, 2000
Time: 6:00A-7:00A

Guest: Martin Banda, a high school senior at Harlingen High in Harlingen, Texas. He is also the 'National Youth Of The Year' for Boys & Girls Clubs of America, serving as spokesperson for more than 3 million youth served by Boys & Girls Clubs.

Issue: **Encouraging Moral Development in Sons**
Program: The Parent's Journal
Date: April 9, 2000
Time: 6:00A-7:00A

Guest: Michael Gurian, a therapist and educator who has worked extensively with families, school districts, churches and criminal justice agencies. He is the author of *The Good Son: Shaping The Moral Development Of Our Boys And Young Men*.

Issue: **Encouraging Young Children's Positive Views Of Friends**
Program: The Parent's Journal
Date: April 9, 2000
Time: 6:00A-7:00A

Guest: Betty Farber, President of Preschool Publications and the Editor and co-author of *My Self, My Family, My Friends: 26 Experts Explore Young Children's Self Esteem*.

Issue: **Local Travel With Kids**
Program: The Parent's Journal
Date: April 9, 2000
Time: 6:00A-7:00A

Guest: Mary Rodgers Bundren, professional writer, mother of three and the author of *Travel Wise With Children: 101 Educational Travel Tips For Families*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Youth Science Competition
Program: Public File
Date: April 16, 2000
Time: 5:30A-6:00A

Description: The group of local kids will be representing the State of California in the Destination Imagination World Competition. They will join 20,000 people, and 700 teams for most or all of the states plus 6 other countries. Destination Imagination is an international non-profit organization program for children from kindergarten to college level. The program teaches life skills and expands imaginations through team based creative problem solving. They work to offer a global, youth-centered creative problem solving program. The instant challenges teach students to take what life is handing them moment to moment. These challenges spark and quickly capture the team members' imagination by requiring them to solve a challenge on the spot. The team challenges use art, technology, performance and real world relevance as they tackle one of six team challenges. Students use skills learned in instant challenges to stretch their imaginations and develop task commitment and life skills valuable in any nation in the world.

Issue: Skin To Skin Contact Decreases Pain In Newborns
Program: The Parent's Journal
Date: April 16, 2000
Time: 6:00A-7:00A

Guest: Dr. Larry Gray, a developmental behavioral pediatrician at Boston University School of Medicine.

Issue: Child Abuse Prevention
Program: Public File
Date: April 23, 2000
Time: 5:00A-5:30A

Description: Since 1867, the Sacramento Children's Home has been a safe haven for abused and neglected children. The organization serves approximately 3,000 children and 1,000 families every year, providing innovative programs, highly trained professionals and the most comprehensive array of services in Northern California. The Sacramento Children's Home is taking a bold step to help stem the tide of child abuse by launching "Kidopolis", a new linking identity for the many sub-organizations and programs of the Sacramento Children's Home. The organization provides residential treatment and education as well as support services throughout the Sacramento region at family resource centers, schools and in collaborative efforts in at-risk neighborhoods. The Kidopolis network of campus-based, community based, volunteer, auxiliary and fund raising programs offers services ranging from therapeutic treatment for abused, abandoned and troubled children, to preventative services to strengthen at-risk families.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Scottish Games
Program: Public File
Date: April 23, 2000
Time: 5:30A-6:00A

Description: The Caledonian Club of Sacramento is hosting the 124th annual Sacramento Valley Scottish Games & Gathering. The event celebrates and shares a rich historic Scottish heritage in a manner that is entertaining, interesting and educational. The atmosphere seemingly transports guests into another era. The public experiences the best in Scottish dancing, music, pipe bands, historical re-enactments, Highland Athletics children's activities and cultural events. Visitors to the Glen of the Clans can learn about their heritage and listen to stories told by clan members. In addition to the two day event, the Caledonian Club is bringing a sample of the Scottish Games & Gathering experience to the children at Sacramento's Shriner's Hospital.

Issue: Step Parenting Solutions
Program: The Parent's Journal
Date: April 23, 2000
Time: 6:00A-7:00A

Guest: Margorie Engel, President of the Step Family Association of America, a non-profit organization that provides education and support.

Issue: Children Succeeding On & Off The Playing Field
Program: The Parent's Journal
Date: April 23, 2000
Time: 6:00A-7:00A

Guest: Dr. Shari Kuckenbecker, a sports psychologist at Loyola Marymount University where she teaches life span development. She is the author of *Raising Winners: A Parent's Guide To Helping Kids Succeed On & Off The Playing Field*.

Issue: Teasing & Put-Downs
Program: The Parent's Journal
Date: April 23, 2000
Time: 6:00A-7:00A

Guest: Karen Gedig Burnett, an Educational Counselor with 2 elementary schools in Northern California. She is the author of *Simon's Hook: A Story About Teases & Put-Downs*.

Issue: Discovering Your Child's Talents, Interests & Passions
Program: The Parent's Journal
Date: April 30, 2000
Time: 6:00A-7:00A

Guest: Dr. Thomas Armstrong, an award winning author and speaker with 25 years of teaching experience from the primary through the doctoral level. He is the author of eight books including *Awakening Your Child's Natural Genius*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Caring For Multiples
Program: The Parent's Journal
Date: April 30, 2000
Time: 6:00A-7:00A

Guest: Maureen Doolanboyle, a mother of triplets and spokesperson of M.O.S.T. - Mothers Of Supertwins - an international non-profit support network of families with triplets or more.

Issue: Gun Safety
Program: Public File
Date: May 7, 2000
Time: 5:00A-5:30A

Description: Every day, 12 children in America die from gunshot wounds. Million Mom March Mother's Day 2000 is dedicated to the mission of educating children and the country about the life threatening danger of guns. The group is a grassroots, not-for-profit organization. It is an opportunity for mothers, fathers, grandparents, neighbors, family and friends to demand that congress enact sensible gun legislation, such as licensing and registration for all handguns, sensible cooling off periods and background checks, safety locks for all handguns, and limiting purchases to one handgun per month. This being an election year, the group is putting their elected officials on notice that they, the mothers, will not tolerate them putting the gun lobby before the safety of their children any longer. They believe that regardless of how a person feels about guns, there are certain enforceable laws that all reasonable people can support. On Mother's Day, marches will be held in Washington D.C. on the National Mall as well as in communities throughout the country, including here in Sacramento.

Issue: Child Abduction
Program: Public File
Date: May 7, 2000
Time: 5:30A-6:00A

Description: The guest and his organization help locate and retrieve missing and exploited children nationwide. Their services involve outreach to child prostitutes and runaway youth. Although 600 cases of abductions by strangers occur daily in the United States, such cases account for only 10 percent of missing children. 60% of missing children are runaways and 30% are abducted by family members. Mengell started his agency in 1989, searching for kidnap victims and runaways and focusing on juvenile prostitution prevention and intervention. He travels all over the country to help find stolen or runaway children. The other part of the organization's mission is to rescue children from dangerous situations whether in or out of their homes. KIDS (Kids In Dire Straits) matches needy kids with resources such as medical and dental needs. The program runs on grants and individual and in kind donations of food, clothing, medical contributions of items such as glasses.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **The Motherhood Mindset**
Program: The Parent's Journal
Date: May 7, 2000
Time: 6:00A-7:00A

Guest: Dr. Daniel Stern, professor of psychology at the University of Geneva-Switzerland and adjunct professor of psychiatry at Cornell University Medical Center - New York Hospital. He is the author of *The Birth Of A Mother: How The Motherhood Experience Changes You Forever*.

Issue: **Creating Family Rituals**
Program: The Parent's Journal
Date: May 7, 2000
Time: 6:00A-7:00A

Guest: Meg Cox, writer, lecturer and former staff reporter for the Wall Street Journal for 17 years. She is the author of *The Heart Of A Family: Searching America For New Traditions That Fulfill Us*.

Issue: **Finding Fun & Joy In Family Life**
Program: The Parent's Journal
Date: May 14, 2000
Time: 6:00A-7:00A

Guest: Joni Hilton, mother of 4 who has written over 10 books for parents and children including *The Family Fun Book*.

Issue: **Teaching Children About Good Manners**
Program: The Parent's Journal
Date: May 14, 2000
Time: 6:00A-7:00A

Guest: Peggy writes a monthly etiquette column in Good Housekeeping and Parent's Magazine. She is the author of the 16th edition of Emily Post's Etiquette.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **Teen Pregnancy Prevention**
Program: Public File
Date: May 21, 2000
Time: 5:30A-6:00A

Description: The United States has the highest teenage pregnancy rate of all developed countries. California has the highest teen birth rate in the nation. Locally, Sacramento County's teenage birth rate has declined in the last 5 years, but still remains higher than the national teen birth rate. There is a direct relation between poverty level and education of parents, and pregnancy rates in communities of color. Young people who live in extreme poverty with parents who have low levels of education have higher rates of pregnancy than youths who live in better socio-economic conditions. Teens who have strong emotional attachments to their parents are less likely to become sexually active at an early age. Experts recommend that parents talk to their kids about sex starting at 8 to 10 years of age. Other deterrants to teen pregnancy include parents knowing their children's friends, discouraging early frequent and steady dating and letting their children know that they value education highly. The County of Sacramento's "Project Male" (Males Attaining Leadership through Education) equips young pre-sexually active adolescent males with the necessary knowledge and skills to make positive life style choices, thereby resulting in a delay of early sexual activity and decreased teen pregnancies and sexually transmitted diseases.

Issue: **Creating A Child-Friendly Home**
Program: The Parent's Journal
Date: May 21, 2000
Time: 6:00A-7:00A

Guest: Cheryl Mendelson, former professor of philosophy, lawyer, wife and mother. She is the author of *Home Comforts: The Art & Science Of Keeping House*.

Issue: **Shyness In Children**
Program: The Parent's Journal
Date: May 21, 2000
Time: 6:00A-7:00A

Guest: Dr. Ward Swallow, a practicing psychologist and Director of Psychology at Monta Vista Hospital in Las Vegas, Nevada. He is the author of *The Shy Child: Helping Children Triumph Over Shyness*.

Issue: **Family Vacation Tips**
Program: The Parent's Journal
Date: May 28, 2000
Time: 6:00A-7:00A

Guest: Kathy Peel, President of the Family Manager, a company that helps families to make their home a good place to be. She is the best selling author of 15 books including *Be Your Best: The Family Manager's Guide To Personal Success*.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: **Water Safety**
Program: The Parent's Journal
Date: May 28, 2000
Time: 6:00A-7:00A

Guest: Susan Crites Price, co-author of the Parent's Choice Award Winner, *The Working Parent's Help Book*.

Issue: **Juvenile Diabetes**
Program: Public File
Date: June 4, 2000
Time: 5:30A-6:00A

Description: There are 16 million men, women & children in the United States who have diabetes. The disease kills one American every 3 minutes. Taking insulin does not cure diabetes nor prevent the development of its complications. Diabetes is a leading cause of nerve damage and the leading cause of kidney failure, adult blindness and non-traumatic amputations. The exact cause of the disease is unknown, but both heredity and lifestyle are major factors in its development. In Type 1, or Juvenile Diabetes, the more severe form, the person's pancreas produces little or no insulin. Onset is sudden, frequently during childhood and often with serious symptoms. The Juvenile Diabetes Foundation was founded by parents of children with diabetes. Their mission is to find a cure for the disease within their children's lifetime through the support of research. Since its inception JDF has raised a cumulative total of over \$320 million - more money for diabetes research than any other non-profit, non-governmental health agency in the world.

Issue: **Fatherhood**
Program: The Parent's Journal
Date: June 11, 2000
Time: 6:00A-7:00A

Guest: Dr. Kyle Pruett, Clinical Professor of Psychiatry at the Yale Child Study Center and at Yale Medical School, as well as President of Zero To Three: National Center For Infants, Toddlers and Their Families. He is the author of *Fatherhood: Why Father Care Is As Essential As Mother Care For Your Child*.

Issue: **Healing The Traumatized Child**
Program: The Parent's Journal
Date: June 11, 2000
Time: 6:00A-7:00A

Guest: Dr. Debra Whiting Alexander, trauma consultant throughout Oregon and author of *Children Changed By Trauma: A Healing Guide*.

ISSUES / PROGRAMS LIST

YOUTH / FAMILY (Cont'd)

Issue: **Vacation Photo Tips For Children**
Program: The Parent's Journal
Date: June 11, 2000
Time: 6:00A-7:00A

Guest: Mary Rodgers Bundren, author of *Travel Wise With Children: 101 Educational Travel Tips For Families*.

Issue: **Enhancing Your Baby's Development**
Program: The Parent's Journal
Date: June 18, 2000
Time: 6:00A-7:00A

Guest: Dr. Sharon Ramey, the Director of the Civitan International Research Center at the University of Alabama at Birmingham and Professor of Psychiatry, Neurobiology, Psychology, Pediatrics, Maternal and Child Health, and Nursing. She is the co-author of *Right From Birth: Building Your Child's Foundation For Life*.

Issue: **Nurturing Young Athletes**
Program: The Parent's Journal
Date: June 18, 2000
Time: 6:00A-7:00A

Guest: Christopher Andersonn, a sports consultant who has worked with parent's coaches and young athletes for 20 years. He is the author of *Will You Still Love Me If I Don't Win?*.

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
California Employment Department	5	4	4	4
Juvenile Diabetes Association	5	7	7	5
Goodwill Industries	7	7	7	6
Caring About Kids	4	4	4	7
Muscular Dystrophy Association	6	6	6	7
UC Davis Children's Hospital	5	5	5	7
Children's Miracle Network	5	6	6	5
Sacramento SPCA	5	4	4	8
Shriner's Hospital	5	4	4	7
Families United Foster Family Agency	7	4	4	5
Community Memorial Museum	4	5	5	6
Business Volunteers For The Arts	5	5	5	4
Sacramento Zoo	7	5	5	6
Starlight Sacramento Women's Recovery	5	7	7	6
Golden State Donor Services	6	5	5	7
South Sacramento Immunization Project	5	7	7	5
Salvation Army	6	5	4	7
Pet Finders	5	4	7	4
Sacramento Crisis Nursery	5	7	5	5
Sacramento Children's Home	5	5	7	7
Families First	7	7	6	4
California State Capitol Museum	5	6	6	7
American Cancer Society	6	6	4	5
Tommy Apolstolos Fund	7	4	6	5
Big Brothers / Big Sisters	6	6	5	5

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
VH1 Save The Music	5	5	7	4
Sacramento Food Bank	7	7	8	4
Easter Seals Guild	7	8	5	4
Folsom City Zoo	6	5	7	6
WEAVE	4	7	7	5
UC Davis Health System	6	7	7	6
Sacramento Life Center	5	7	6	4
Senior Center of Elk Grove	5	6	5	7
Mercy Health Care of Sacramento	6	5	4	7
Make A Wish Foundation	6	4	6	4

NEWS DEPARTMENT

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts ascertainment interview because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes, speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from Valley Vision, Consumnes River College, American Automobile Association, Sierra Family Services, Bureau of Automotive Repair, California Department of Health Services Skin Cancer Prevention Program, Interstate Association for Stolen Children, "Treat Um Like A King", Greater Sacramento Boys & Girls Club, and the Federal Bureau of Investigation.

APPEARANCES, EVENTS & FUNDRAISERS

•KDND participated in numerous public service events during this last quarter. KDND donated merchandise to different organizations, attended and supported fund-raising events and donated proceeds from Endfest 2000.

Endfest 2000, held May 14, 2000 was another huge KDND concert success. The End donated \$2,400 worth of proceeds from the concert shirt sales to Big Brothers / Big Sisters of Sacramento. The End also donated 10 pairs of Endfest 2000 concert tickets to the Make A Wish Foundation. The Make A Wish children who attended the concert also participated in the Meet & Greet, meeting concert acts like Jessica Simpson, Blaque and Hoku.

KDND donated several sets of concert tickets to different organizations. The End donated two pairs of Endfest 2000 tickets to the Sacramento County Office of Education for the "Friday Night Live" spring activity on April 15, 2000. As part of a Silent Auction for the Leukemia & Lymphoma Society, KDND donated a pair of Endfest 2000 tickets in order to help raise money. The End also donated twelve "Nickelodeon's All That Music & More" concert tickets to Placer County's SMART program (Systems Management Advocacy & Resource Team). KDND donated a pair of Britney Spears tickets to the Children's Heart Fund Annual Golf Tournament held on June 5, 2000.

KDND participated in several fund-raising events. The End was present at the American Cancer Society "Relay For Life" on June 10, 2000. The End brought the van along with numerous prizes to Buljan Intermediate School in Roseville to help support those involved in the 24-hour fund-raiser. The End also donated their time to the Sacramento Children's Home for a carnival for the children on June 21, 2000. The End played music and games for the children as well as gave away End gear.

The following are the organizations (not listed above) that also benefitted by the End's donations:

- ✓ Oakmont High School - *Sadie Hawkins Dance Fund-Raiser*
- ✓ Starlight Residential Recovery Services for Women
- ✓ Foothill Flyers Swim Team
- ✓ Union House Elementary School - *Spaghetti Dinner*
- ✓ Ellen Feickert Elementary School - *Carnival & Raffle*
- ✓ Center High School - *Senior Sober Grad Night on June 8th*
- ✓ Casa Robles - *Grad Night*

•Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. Entercom staff voiced and produced Big Brothers / Big Sisters Public Service Announcements to be used at stations throughout the Sacramento market. In addition, Entercom hosts and supplies dinner for the board's meetings... held every two months.

•Entercom / Sacramento employees have resumed mentoring students at Encina High School of Academies. The program provides students with tools for and insight into the areas of media communications. Their goal is to provide relevant, challenging training for the students so that they may leave the program with entry-level employment skills.

•Entercom staff regularly hosts tours through our facility. Groups include Boy & Girl Scouts, Special Education Classes, Elementary School Classes, media students, foreign exchange students, and senior citizen groups.

•Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.